

EXAMPLE

City of Can Do Planning Project

Scope of Work/Budget Costs/Schedule

A. PUBLIC OUTREACH AND EDUCATION

Task 1: Direct Public Outreach

Task 1.1:

- Do door-to-door outreach in the targeted neighborhoods engaging resident in one-on-one conversations and distributing materials like flyers and brochures;

Task 1.2:

- Distribution of flyers and information through the local schools;

Task 1.3:

- Follow-up phone calls to people contacted through the door-to-door efforts;

Task 1.4:

- Direct mail to the existing members and the new contacts in the target neighborhoods

DELIVERABLES (on a monthly basis):

Deliverable	Documentation
Talk one on one in the neighborhoods with 500 people a month	Numbers will be on the invoices listed by organizer
Distribute 3,000 flyers per month door to door	A copy of the flyer and lists of institutions that distribute the flyers
Contact 500 people a month by phone in follow up phone calls	# of phone hours listed on the invoice
Direct mail to 1,000 a month	Copy of the mailer

Task 2: Small Planning/Educational Meetings

Task 2.1:

- Hold neighborhood based house meetings with 8-15 people at them to start discussing the transportation issues in the neighborhood.

Task 2.2:

- Hold advanced leadership training for people already involved in the campaign with between 10 and 20 people in attendance.

DELIVERABLES (on a monthly basis):

Deliverable	Documentation
House meetings	Attendee numbers will be on the monthly invoice
Leadership meetings	Attendee numbers will be on the monthly invoice

Task 3: Community Workshops

A series of 5 community workshop sessions will be held that explore the planning process itself, explore issues related to creating bike and pedestrian friendly neighborhoods, explore methods of gathering empirical evidence of problems and other ways research can help community residents understand problems and solutions, explore the current efforts to enhance bike and walk ability in the target community plan areas, and explore the historical context of land-use decision-making in the City of Can Do area.

- We will hold Community Workshops with 30-50 people.

DELIVERABLES (on a monthly basis):

Deliverable	Documentation
Larger community meetings	Attendance figures will be on the monthly invoices

Task 4: Media Outreach

Task 4.1 Develop and implement PSA Campaign:

- We will script out a PSA to ask various radio stations to record and play.
- We will ask radio stations to play our PSAs describing the transportation concerns and asking people to contact ACORN.
- We will contact 5 radio stations about running the PSAs.
- For the rest of the project we will keep in touch with these stations.

Task 4.2 Meet with Television Stations:

- We will meet with 2 Spanish language television stations about the project
- We will meet with three English language televisions stations about the project

Task 4.3 Meet with newspapers:

- We will contact English language community papers.
- We will also meet with a Spanish language daily paper.
- Throughout the project we will continue to notify these papers of upcoming meetings and events as well as the plans that are being developed.

DELIVERABLES

Deliverable	Documentation
Develop the PSAs	A written copy of the PSA
Contact radio stations	List of stations contacted
Contact television stations	List of stations contacted
Contact newspapers	List of papers contacted

B. RESEARCH

Task 5: Develop and Implement Survey Instruments

Task 5.1 Develop Survey:

- We will develop a community survey to help us observe and collect data on current physical neighborhood conditions and community members' perspectives on transportation issues as well as related neighborhood concerns

Task 5.2 Perform Survey with Residents:

- We will perform door-to-door walking audits and complete survey of residents

Task 5.3 Survey Organizations:

- Ongoing a series of community involvement meetings that work directly with groups in the targeted neighborhoods. These meetings will include small, intimate block-level meetings, larger community-wide meetings, tours of trouble spots and model solutions, and other forums for bringing representatives of groups together to have an impact on the planning process.

Task 5.4 Hold Education Meetings:

- We will hold a guest presenter series that includes people with expertise on neighborhood design and planning processes, local walking and biking efforts, community involvement systems, conducting community-based research, and most likely, several topics selected by representatives from groups themselves. We expect strong representation from City of Can Do, STPP, and ACORN and other community – based organizations as part of this series.

Deliverable	Documentation
Creation of Survey Instrument	A written copy of the survey
Completed surveys by community residents	A report and copy of survey results
Input from organizations and others	A report with their comments
Hold series of education trainings	Copy of agendas

C. ANALYSIS

Task 6: Analysis of Data

Task 6.1 Compile Data:

- We will compile survey results into a report documenting the sentiments, concerns, and specific issues of those surveyed.

Task 6.2 Coordination with City of Can Do:

- We will work with the City of Can Do to work through the data, make recommendations, and compile an analysis and report

Task 7: Collaboration and Final Report

Task 7.1 Work with neighborhood planning groups:

- Make a presentation to the Neighborhoods Community Planning Group and the Southeastern Planning Committee.
- Hold monthly meetings with leaders of each Community Planning Group
- Meet with members of each planning group for input on plans made so far by community residents
- We will meet with Neighborhoods Community Planning Group and the Southeastern Planning Committee about the data and report and ensure that our final recommendations and plan reflect their input

Task 7.2 Compile final report:

- Create and publish a set of documents that clearly delineate a set of the “best practices” for increasing the involvement of groups in local planning efforts that the City of Can Do may distributed to planning agencies, cities, counties, and regional governmental bodies across the state. This manual will need to be reviewed for consistency with the newly revised and updated The City Can Do Street Design Manual.

Deliverable	Documentation
Analysis of data collected	A written copy of final analysis
Input from neighborhood planning groups	Memo on meetings with them
Draft best practices manual	5 copies of manual
Final best practices manual	25 copies of manual

D. ADMINISTRATION/COORDINATION

Task 8: Project Management

The City of Can Do Planning Department will manage the project including administration of the grant and coordination of all activities related to the scope of work. Duties will include establishing contractual arrangements with ACORN and all subconsultants, monitoring consultant work, participating in public events, reviewing deliverables, processing invoices, etc.

BUDGET/COSTS

Categories	Responsible Party	Grant Cost	Match	Total
A Public Outreach and Education	ACORN/STTP	\$98,200	\$22,000	\$120,200
B Research	ACORN/STTP	50,000	11,000	61,000
C Analysis	ACORN/STTP	75,000	17,000	92,000
D Administration/ Coordination	City of Can Do Planning Department	24,800	0	24,800
	TOTALS:	\$248,000	\$50,000	\$298,000